FROM CAMPUS TO CAREER

Positioning Your CV for the Industry World

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For: MBM Mentorship Platform

MBM Mentorship Platform
Inspire. Empower. Transform.

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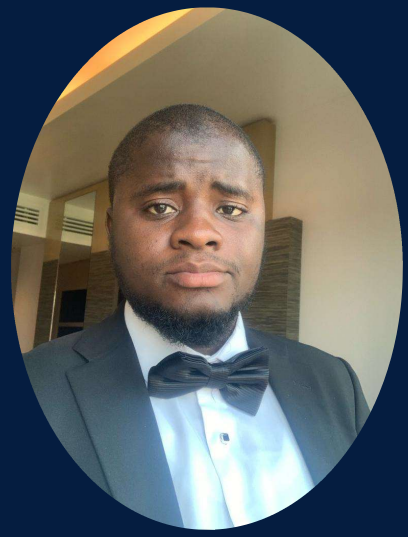
01 INTRODUCTION



Experience

- Business Development Executive, Beiersdorf
- Depot Sales Manager, Promasidor
- Head of Sales, Sharubutu
- Key Account Manager, P&G

Education

- B. Eng (Civil Engineering), Ahmadu Bello University
- MBA (Marketing), Ahmadu Bello University

Hobbies

- Writing, Travelling and Spending Time with Family

02 WHY THIS MATTERS

How long do recruiters look at a CV ?

6-8 Seconds!
Ladders Recruiter, Oct 2020

- Over 75% of CVs are rejected by the Applicant Tracking Systems (ATS)
- A well-crafted CV can increase your chances of interview calls
- Your CV should give a STRONG First Impression about you

03 MINDSET SHIFT

VS

The Campus Mindset

Focus: Grades, Courses, Theory

Goal: To highlight all academic achievements and coursework completed

The Industry Mindset

Focus: Value, Skills, Applied Knowledge

Goal: To show a company how you can solve their specific problem and add value

04 Meet Your First “Interviewers”

01

The ATS (Applicant Tracking System)

“*ATS is a software application for human resources (HR) that helps organisations manage recruitment and hiring tasks digitally” – SAP*

E.g. Workday, Workable, Oracle Taleo, BambooHR, Zoho Recruit, etc

A bot reads your CV first. It scans for **keywords** and **phrases** from the job description (e.g., “Customer Service," "Project management," “Data Analysis").

Implication: If your CV isn't formatted for an ATS, a human may never see it. Use simple formats, standard fonts, and keyword alignment.

02

The Human Recruiter

Once it passes the ATS, a human scans for **impact**, **relevance**, and **clarity** in just a few seconds.

05 ANATOMY OF A CV

Contact & Summary

- ❑ Name
- ❑ Professional e-mail
- ❑ Phone Number
- ❑ Address
- ❑ "Professional Summary" that highlights your key skills and career goals
- ❑ Avoid things like tribe, religion, multiple phone numbers, state of origin, marital status except if specifically requested in the job advert

Education & Certifications

- ❑ As a student/recent graduate, this comes next.
- ❑ Begin with your highest qualification first
- ❑ Include degree, institution, year of graduation

Experience & Skills

- ❑ The most critical section
- ❑ List internships, SIWES experience
- ❑ List your most recent role first
- ❑ Include company name & duration
- ❑ Job Title and impactful achievements
- ❑ Create a "Skills" section (e.g., Effective Communication Skills, MS Excel, PPT, Presentation & Public Speaking, Data Entry, Professional Writing etc)

Referees

- ❑ Provide professional/academic referees whom you have notified, or leave as *"Available on Request"*

05 ANATOMY OF A CV: Sample

CHARLIE JOHNSON

010 234 567 | cjohnson@gmail.com | London, England

Driven hotel assistant manager with 5+ years experience in the customer service industry, including in restaurant and hotel management. Achieved an increased revenue of 15% as a Restaurant Manager, and improved service standards as an Assistant Hotel Manager. Looking to further my managerial, leadership and customer care skills as General Manager of the Outlook Hotel in London.

Skills

- Hotel Management
- Hospitality Management
- Team Leadership
- Guest Satisfaction
- Covid-19 hospitality protocols
- Fluent in French and English
- Food Safety Qualification

Certifications

Hotel Leadership Conference 2021, London

Professional experience

2020-2023 - The Estate Hotel Assistant Manager | London, UK

- Assisting the general manager with the entire hotel operation, and overseeing a staff cohort of 100 people.
- Assisting in the management of front of house and catering in particular.
- Financial management of revenue.
- Recruiting and training new staff members.
- Ensuring safety and hygiene protocols were enforced.

2017-2020 - The White Horse Restaurant | Manchester, UK

- General Manager
- Bar and Waiting Staff

- Managed a team of 20 front-of-house and kitchen staff.
- Oversaw the daily operations of the restaurant, including requests and complaints.
- Trained and supervised staff.
- Ensured a safe working environment to reduce risks to staff and customers.

Education

International Hospitality Business Management BSc (Hons) at Manchester Metropolitan University (First Class).

- Undergraduate thesis titled *The French Revolution of The Hotel Industry. An Analysis.*

St Michael's High School, Liverpool

- A Levels in Business (A), French (B), History (A).
- 9 GCSEs, including English (A), Mathematics (B), History (A*), French (B), Music (A).

Winner of the Young Enterprise Business Competition

06 Finding Your Template: Where to Start

Microsoft Word

- ✓ Start with built-in templates. They are simple, professional, and 100% ATS-friendly.
- ✓ Navigated from MS Word App (File > New from Template).
- ✓ Or MS Word Cloud (https://word.cloud.microsoft/create/en/resume-templates/)

Flow CV

- ✓ Great for visual CVs (e.g., design, marketing). Warning: Complex designs may not be ATS-friendly. Use with caution for corporate roles.
- ✓ Web address: https://flowcv.com/

teal

- ✓ Free AI-resume builder
- ✓ Great for ATS-friendly resumes in minutes. unlimited downloads.
- ✓ Web address: https://www.tealhq.com/tools/resume-builder

Others include:

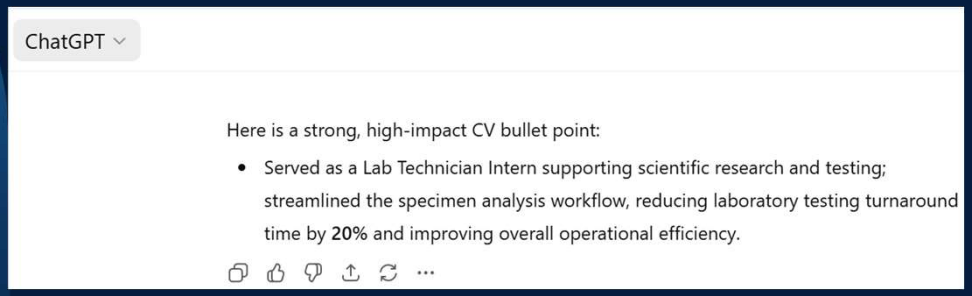
- ✓ Canva: https://www.canva.com/resumes/
- ✓ Enhancv: https://enhancv.com/

07 Your AI Co-Pilot: Prompting for Impact

Use Generative AI (like ChatGPT, Gemini, or Poe) as a writing “Assistant”, not a replacement

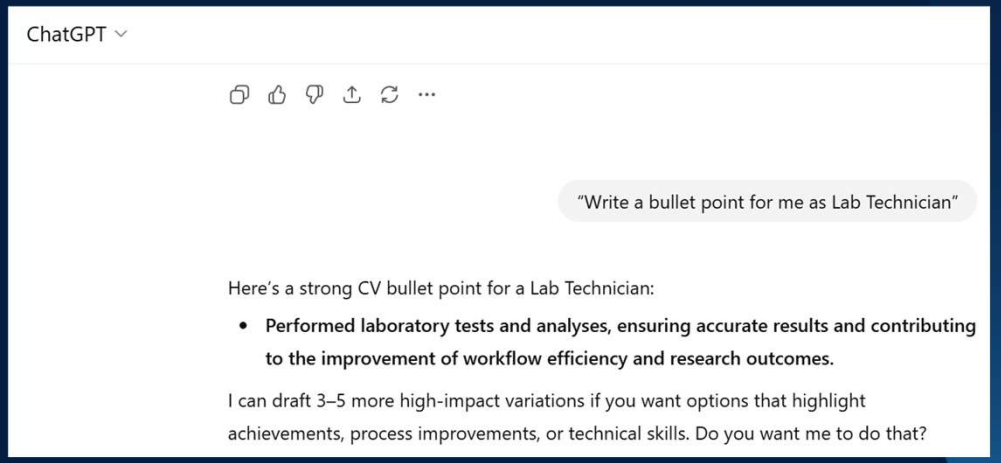
Strong Prompt

“Act as a professional CV writer. I was a Lab Technician during my internship ,supporting scientific research and testing. I helped to streamlined our laboratory’s specimen analysis process which reduced testing turnaround time by 20%. Rewrite this as a high-impact bullet point for a CV."


ChatGPT
Here is a strong, high-impact CV bullet point:
• Served as a Lab Technician Intern supporting scientific research and testing; streamlined the specimen analysis workflow, reducing laboratory testing turnaround time by 20% and improving overall operational efficiency.

Weak Prompt

“Write a bullet point for me as Lab Technician”


ChatGPT
“Write a bullet point for me as Lab Technician”
Here’s a strong CV bullet point for a Lab Technician:
• Performed laboratory tests and analyses, ensuring accurate results and contributing to the improvement of workflow efficiency and research outcomes.
I can draft 3–5 more high-impact variations if you want options that highlight achievements, process improvements, or technical skills. Do you want me to do that?

08 SHOW IMPACT

Don’t just list duties or responsibilities. Show Impact!

- ✓Use Action Verbs (Led, Achieved, Spearheaded, Optimized etc)
- ✓Quantify your achievements
- ✓Focus on the Impact

Weak

- Responsible for Collecting and Analysing Data to provide valuable insights

Strong

- Collected and analyzed data sets with 95% accuracy, delivering insights that improved reporting efficiency by 25% and strengthened decision-making.

09 The #1 Job-Winning Strategy: Tailoring

- ✓ **Analyze the Job Description:** Circle keywords related to skills, software, and responsibilities.
- ✓ **Mirror the Language:** If they ask for "project management," use that exact phrase, not "handled projects." This beats the ATS.
- ✓ **Tailor your CV to the targeted industry:** Study job descriptions and mirror key phrases. There is no “one-size-fits-all” CV!

10 Your 24/7 Networking Tool: LinkedIn

- ✓ **Professional Photo:** Clear, head-and-shoulders. Profiles with photos get more views.
- ✓ **Headline**: Keep it brief and targeted. Mention your field, key skills, and career interest in one line.
- ✓ **"About" Section**: This is your story. Write in the first person about your passion, skills, and what you're looking for.
- ✓ **Get Recommendations**: Ask managers from internships or professors for a brief recommendation.

10 Your 24/7 Networking Tool: Top Job Boards to Leverage

✓ Hot Nigerian Jobs: Daily updates on nationwide vacancies across industries. https://hotnigerianjobs.com/

✓ MyJobMag: Curated job listings, career guides, and company insights. https://www.myjobmag.com/

✓ Jobberman: Nigeria's largest career platform with verified roles and assessments. https://www.jobberman.com/

✓ Indeed: Global job search engine with broad opportunities and employer reviews. https://ng.indeed.com/

11 General Tips & Wrap-Up

- ✓ Don’t name your CV “Curriculum Vitae”. Name the file exactly as your name on the CV
- ✓ Eliminate spelling and grammar errors
- ✓ Be truthful. Never exaggerate qualifications or experience. Dishonesty can ruin your career prospects.
- ✓ Make your CV 1-2 pages maximum. Do not overload with details.
- ✓ Avoid generic objectives (“To work in a challenging environment…”).

THANK YOU